



THE PROBLEM OF CUSTOMER RETENTION PROCESSES PRACTICES AT TM SME MITC MELAKA

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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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**THE PROBLEM OF CUSTOMER RETENTION PROCESSES
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Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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MELAKA
“DECLARATION OF ORIGINAL WORK”

I, NURULIZZA BINTI AZMI (2009242454), I/C: 840811-04-5408

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and source of my information have been specifically acknowledge.

Signature: _____

Date: 6th MEI 2011

LETTER OF SUBMISSION

6th Mei 2011

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi Mara
Kampus Bandaraya Melaka
Off Jalan Hang Tuah
75300 Melaka.

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE PROBLEM OF CUSTOMER RETENTION PROCESSES PRACTICES AT TM MITC MELAKA" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

NURULIZZA BINTI AZMI

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Bachelor of Business Administration (Hons) Marketing

ABSTRACT

This study is done to identify the problem that arises in Customer Retention Processes that have been practice at TM SME MITC Melaka. Thus, studying the current retention process may define and describe the problem of Customer Retention Processes in the department. In order to find the results to the study, observation and interview is being used to gather all the information. The question revolves around the Customer Retention Management Processes as medium to describe the problem.

The findings reveal that the current problem towards the processes is about the budget from the company itself and from the customer participation through the retention programmed. Although customer has a good perception with TM Customer Retention Processes, the company must overcome the problem in the process in order to deliver a good retention processes to their customer from time to time.